

CHECKUP

A MAGAZINE FOR EMPLOYEES
NOVEMBER 2008



STAR
QUALITY

Experience
Linda Vega's
passion for
helping others
on page 8.

Rethinking Our Priorities

Our health network has changed in meaningful ways. These five restructured priorities will keep us focused on the future.

Think about how different our health network looked just 18 months ago. The Kasych Family Pavilion was still under construction. The System for Partners in Performance Improvement (SPPI) was just an idea. Partnerships like our growing relationship with Sacred Heart Hospital weren't yet formed.

There's no denying our professional lives here are constantly changing. The growth we've experienced over the last five years has shifted the pace of that change into high gear.

What keeps us focused? Our network's fundamental priorities. For years we've been guided by four priorities—member satisfaction, care management, operations improvement and functional plan.

While those fundamental priorities still hold true today, we've taken a closer look at each one. In particular, we've focused on how we can talk about them in a language we all can better understand, and how they support network-wide initiatives like SPPI and our Shared Success Plan.

After careful thought, planning and discussion, senior management has modified our health network's fundamental priorities. Our four

longstanding priorities have evolved into five categories. They are:

- **People**—To make sure you work alongside people who have the same passion as you, we offer tuition reimbursement as part of our benefits and compensation package. We also emphasize our PRIDE behaviors.
- **Service**—We track patient satisfaction through our Shared Success Plan, and regularly check in on employee, physician, nurse and resident satisfaction to enhance our work environment.
- **Quality**—We use the latest technology, like medication orders by computer and automated medication-dispensing cabinets, to protect patient safety and enhance quality. We also embrace initiatives such as SPPI to foster a culture of continuous performance improvement.
- **Cost**—In the current national economic climate, paying close attention to cost is paramount. The better we are at meeting our budgets and managing expenses, the more value we'll give our patients. Eliminating waste and enhancing our productivity, largely through SPPI, are important ways of becoming more cost-effective.
- **Growth**—We will continue to grow and serve more members of our community as a health network. That's why we have, for example, new facilities at Lehigh Valley Hospital-Cedar Crest and the Upper Bucks Health & Diagnostic Center in conjunction with Grand View Hospital.

Major network initiatives such as SPPI address each of these priorities. SPPI examines current processes and finds ways to make our care better and more efficient. That allows us to deliver a higher quality of care, manage expenses and ensure we can grow for the future and invest in our community and in you.

These priorities help guide us to our ultimate goal: becoming a premier academic community health network. Because of our passion for better medicine, we are already a regional and national leader in caring for our community. The work we all do to uphold these priorities will help us get even better.



Stuart Paxton
Chief Operating Officer

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A Tale of Two Experiences

Schwartz Center Rounds allow a patient to share her story for the benefit of our caregivers

There was silence as tears rolled down caregivers' cheeks. When the group left the classroom inside Lehigh Valley Hospital–Cedar Crest, one colleague said, “Everyone who works here should hear her story.”

She was talking about Constance Carlton Silfies, who shared a tale of her two hospital experiences during a recent Schwartz Center Rounds. These rounds—supported by a grant from the Kenneth B. Schwartz Foundation—give patients and caregivers a chance to address and learn from the emotional side of medicine. All Schwartz Center Rounds are confidential and usually open just to care providers, but Silfies was invited so all colleagues could learn from her story.

About two years ago, Silfies was on death's door as she battled complications from pneumonia. Doctors at LVH–Cedar Crest told her she might never run, sing or ride horses again, but thanks to expert care, she survived. Today, this equestrienne runs twice a week, works out on an elliptical machine daily, and maintains a vigorous training schedule with her horses. As a nurse who worked here years ago, she was so impressed with the caring staff, she wrote a glowing letter to the hospital.

Just six months ago, Silfies found herself writing another letter. This time she reflected on an experience in which she and her father felt like a burden. She recalled the night her father died, a night when she waited hours for him to be admitted to LVH–Cedar Crest. The nurses talked about how busy they were, and Silfies empathized politely, all the while trying to get her father help.

It was a long time before he saw a physician, as his heart raced and he experienced pain. And as his frustrated daughter cried in the hallway, a lone doctor took the time to pat her knee and say, “It’ll be fine.”

He died shortly thereafter. “I felt helpless,” Silfies says. “My medical instincts told me he might be dying, yet I couldn’t help him, and I couldn’t get anyone else to help him. It haunts me that he died in pain, scared and alone.”

In a health network that prides itself on compassionate, quality care, the reaction to the story was shock and shame. But attendees embraced the opportunity to learn from it. Hospitalist Mike Pistoria, D.O., said he changed his opinion on the phrase, “It’ll be fine.” “I learned the phrase can be patronizing, and that’s the last thing a family member needs,” he says.

That’s the purpose of Schwartz Center Rounds, says program facilitator Krista Hirschmann, Ph.D. “When you hear stories like this you never look at the emotional aspects of care the same again—and you’re a better caregiver for it.”

—Amy Satkofsky



Want to join Schwartz Center Rounds?

All caregivers are welcome. For upcoming dates, visit e-mail's bulletin boards. All rounds are held at noon, and lunch is served at 11:45 a.m. For more information, please visit lvh.org/checkup.

Show of support—Cheryl Bloomfield, M.D. (center), and Krista Hirschmann, Ph.D. (right), talk to Constance Carlton Silfies about her dramatically different hospital experiences.



Eye SPY

John Bzdil's 'outside eyes' help us see the light through the System for Partners in Performance Improvement


John Bzdil occasionally gets tapped by his wife, a busy fashion marketer in New York City, to help brainstorm ideas. "I know virtually nothing about fashion," says Bzdil, director of the department of medicine. "But my fresh perspective helps her see outside the box."

Bzdil's keen observation skills and quick thinking receive a workout on the job too. He recently served as one of the "outside eyes" for a Rapid Improvement Event on Lehigh Valley Hospital-Cedar Crest's 5K. The event—focused on finding efficiencies in supply distribution—is part of our health network's System for Partners in Performance Improvement (SPPI).

During the event, Bzdil and two other "outside eyes" met with SPPI coaches and a team of 5K colleagues. Together they spent four days combing over the unit's supply distribution process and searching for answers.

"I've worked here only seven months, so I wasn't familiar with the supply process," Bzdil says. "Being 'outside eyes' gave me a chance to look at everything, learn about the reasoning behind current processes and ask why things are being done a specific way."

Coming from different backgrounds and departments within our health network, the group didn't always see eye-to-eye, but Bzdil and his team enthusiastically searched for solutions. Their main concern: colleagues were hoarding essential supplies. By combing through the process, the team found the reason: There were no standard rules for supply room



use. As a result, 5K had too much inventory of less-vital equipment, leaving little room for must-have supplies.

All members of the team worked tirelessly until they found the answer: new storage and inventory processes, including photos of supply drawers and equipment rooms showing how they should look when fully stocked.

“It was one of those moments when music should’ve been playing in the background, like the theme song from the movie ‘Chariots of Fire,’ ” Bzdil says of the moment when the new plan, solidified by the photos, was presented.

The changes, which the team reported on the fifth and final day of the event, already are having a positive impact. Colleagues on 5K now can locate all the supplies they need quickly and can track equipment when it’s being used or out for repair. Also, calls for supplies from 5K to Supply Distribution Services have been cut dramatically.

Even though the Rapid Improvement Event on 5K is over, the SPPI team will continue tapping Bzdil’s experience. He attends daily report-out sessions for other such events and asks his department of medicine colleagues to offer constructive feedback when needed.

Other health network colleagues will be chosen as “outside eyes” for future events by their department heads. What if you’re called? “Go into it with an open mind and don’t be afraid to offer your opinion,” Bzdil says. “You never know where or when that next great idea will come.”

Learn the latest about **SPPI**

SPPI is now targeting improvement in two value streams (processes to deliver a service) at once—one on finding efficiencies with inpatient flow (of which the 5K event was a part) and one on finding efficiencies in our health network’s operating rooms and sterile processing.

You are invited to learn more about each Rapid Improvement Event. The “visibility wall” (a chart showing the progress of each event) is on display outside the new library space at LVH–Cedar Crest. You also are invited to attend report-outs from each event. They occur at 8:30 a.m. at the LVH–Cedar Crest auditorium and are broadcast to LVH–Muhlenberg and LVH–17th Street on the following dates:

Value Stream: In-Hospital Patient Flow

- **Nov. 7** – Heart station consults

Value Stream: Operating Room/ Sterile Processing

- **Nov. 7** – Equipment capacity and maintenance
- **Dec. 12** – Instrument repair and replacement

—Amy Satkofsky

Inside Our Numbers

Our Fiscal Year 2008 results show we've weathered challenges and are working toward future financial success

Our lives are dominated by numbers. It's why we pay close attention to the rising cost of gas and food. Health care expenses are rising too, and programs like Medicare reimburse us less for our care.

How did all this affect our health network's bottom line this year? "Although we are a strong organization, we fell short of our financial goals," says chief financial officer Vaughn Gower. "We're adjusting to changing payments so we continue our commitment to delivering high-quality care to our community."

Here is a look inside our final fiscal year 2008 numbers:

3 – The number of different bed-use categories (acute inpatient, observation and ambulatory overnight) for which we get reimbursed by Medicare. We are paid the most for acute inpatient and much less for observation and ambulatory overnight.

84 percent – The number of acute inpatient cases using our beds in fiscal year 2008. The other 16 percent were either observation or ambulatory overnight. That's a big change from just two years ago, when 92 percent of our cases were acute inpatient.



61,050 – Our total bed use, an increase of nearly 6,200. It means we cared for 11 percent more inpatients than ever before. We cared for more outpatients too. But due to the bed use reimbursement changes, we received less revenue than in the past even though we were busier than ever.

Learn more about our financial results and community investment by attending an employee forum or the 2008 Community Annual Meeting and Health Expo. See page 15 for details.

5 percent – The rate our health care expenses are expected to rise in the future. At the same time, our revenue rate is expected to rise only 3 percent per year, chiefly due to low increases by Medicare and Medicaid.



\$23.6 million – The amount of cost savings and revenue improvement we found to help our margin this year. You helped in many ways, from improving documentation to ensure proper reimbursement, to spending less on supplies than in the past.

\$40.7 million – Our patient services net margin (revenue minus expenses). This is the amount our not-for-profit health network reinvests in services, programs, technology and facilities for the benefit of our community. That's 39 percent below what we budgeted and well below what we achieved last year due to the financial challenges we faced.

3.4 percent – The percent of revenue our margin represents. This is important because national experts say a net margin of 5 percent is ideal. Because our margin is less than 5 percent this year, it means we can't reinvest to the same level that we have in past years.

86.64 – Our overall patient satisfaction score in fiscal year 2008. Your outstanding work helped us achieve this target goal and our maximum expense-per-case goal, which means high-performing colleagues received a Shared Success Plan bonus. Our Shared Success goals for fiscal year 2009:

| Patient Satisfaction | Expense-Per-Case (lower is better) |
|----------------------|------------------------------------|
| • Threshold: 87.06 | • Threshold: \$13,207 |
| • Target: 87.28 | • Target: \$13,141 |
| • Maximum: 87.50 | • Maximum: \$13,075 |

\$146 million – The record amount of our health network's community service. It includes free care for people without health insurance, free flu shots, 40 primary and specialty clinics, school health programs, medical education, clinical research and more. Even though our financial results weren't as strong as in past years, our commitment to community service is built into our budget and mission no matter what.



For our community—Hope Johnson, R.N. (right), greeted children at Donegan Elementary School (Bethlehem) and Bangor Elementary School with more than 3,000 pounds of backpacks, games, crayons, markers and more. It's part of Stack the Pack, an annual project where health network colleagues gather supplies and donate them to schools that need them most.

6 – The amount of Rapid Improvement Events we've already completed as part of the System for Partners in Performance Improvement (SPPI). These events will help our health network become more efficient and allow us to improve our bottom line for the good of our community. **Read more about SPPI on page 4.**

5 percent – The net margin we expect to have again within two years. "The internal and external revenue and expense pressures we face show that health care is ever-changing," Gower says. "These are challenging times, but hard work along with initiatives like SPPI will help us get us back on track."

—Kyle Hardner



BEHIND THE SCENES

*Personal experiences drive Linda Vega to help others.
She's part of a video that tells our health network's story.*

When she walked into the room and saw the video camera, Linda Vega was a little nervous. But her daughter Leticia was thrilled. "Wow, Mom," she said, "This is pretty important."

Leticia was right. Linda Vega told a camera crew her story that day inside the Lehigh Valley Hospital–Cedar Crest auditorium. Now she's one of 19 colleagues featured in our video, *A Journey of Passion*. Currently being shown at the employee forums, the video tells Lehigh Valley Health Network's story—how our colleagues go the extra mile, strive to find answers to difficult questions and seek better ways to provide care—all to create a healthier community.

Here's the full story of why Vega, a customer service representative in patient accounting, is passionate about helping others.

SCENE 1: HER STORY

Vega's family came to the continental United States from Puerto Rico. Her parents taught her to be thankful for the things she has. While facing the challenges of raising two teenage daughters on her own, Vega remembers her parents' message. "I know I'm fortunate to have a great job and loving family," she says.

Vega needed both when she received the news every parent fears. Her daughter was diagnosed with skin cancer and needed surgery. "The care Leticia needed was available right here," Vega says. "I could sleep at night because she was close to home. I could see her every day and be her mom."

Leticia, now 16, is cancer-free. Linda Vega is grateful to work for a hospital that provides excellent care and offers a health plan that completely covered the cost of Leticia's care. "I wouldn't entrust my family anywhere else," she says.

SCENE 2: HER PASSION

A former technical partner, Vega now answers questions about patients' medical bills, helps them understand co-pays and deductibles, and tells them we provide care for people regardless of ability to pay. "It's sad to see parents struggling to care for their children, or older people having to choose between buying food or medication," Vega says. "It's my responsibility to help."

Whether she's talking to patients on the phone or acting as a certified medical interpreter, she always remembers what it was like to be the mother of a sick child. "I treat people the way I want to be treated," she says. "When I'm on the phone, I want people to hear me smile. It eases their stress."

A passionate embrace

For Linda Vega, hugs are a little sweeter since her daughter Leticia beat skin cancer. It's what drives the customer service representative to help people get the same quality care her family received.



A Great Place to Work

Lehigh Valley Health Network is already one of *FORTUNE* magazine's 100 Best Companies to Work For. Now our health network also is one of the Best 100 Places to Work in Health Care according to *Modern Healthcare* magazine. We are one of just five organizations in Pennsylvania to make the list.

SCENE 3: HER STARRING ROLE

On the day of our video shoot, Vega overcame her nervousness and told her story. She's honored to participate in *A Journey of Passion*. "I'm very proud we could be a part of this," Vega says. "The video shows everyone in our community why this is such a great place to work."

—Rick Martuscelli



Catch Our Video

If you haven't yet seen *A Journey of Passion*, then you haven't been to an employee forum. But you still have time to catch one. Here are the remaining forum dates:

LVH-Cedar Crest

All held in auditorium
Thu., Nov. 6; 8 a.m.
Thu., Nov. 6; 4 p.m.
Mon., Nov. 10; 9 a.m.
Wed., Nov. 12; 1:30 p.m.
Mon., Nov. 24; 2 p.m.
Tue., Dec. 2; 8:30 a.m.

LVH-17th and Chew

Tue., Nov. 4; 7 a.m. – conference room A (for 17th and Chew ASU/OR/PACU staff)
Mon., Nov. 10; 1:30 p.m. – auditorium

LVH-Muhlenberg

All held in ECC rooms A, B, C, D
Tue. Nov. 18; 8:30 a.m.
Fri., Nov. 21; 7 a.m.
Fri., Nov. 21; 3 p.m.

If you can't attend a forum in person, you can still see the video—and the forum presentation—on the intranet. It's called **Employee Forums on Demand**. Starting in late October, visit lvh.com, click on the link and watch an entire, previously taped forum at your convenience. (If you'd like a DVD, call 610-402-CARE.) For your online participation, you'll be mailed a free Lehigh Valley Health Network sweatshirt featuring our new logo and tagline, just like (l-r) Andrea Long, R.N., Susan Eckhart, R.N., Jennifer Hoyt and Amy Bramley are wearing.



Take a 'Green' Ride

Teamwork brings hydrogen—the fuel of the future—to our health network

It looks like an ordinary shuttle, but beneath the new green-and-white van at Lehigh Valley Hospital–Cedar Crest breathes the heart of a clean, green transport machine. It runs on efficient, potentially renewable, clean-burning fuel. Some may call it magic, but scientists know it as hydrogen, and many say it's the fuel of the future.

The new hydrogen van, which will shuttle patients and visitors to and from the hospital's parking lots, is the result of teamwork among local organizations. The Da Vinci Science Center secured federal funding, and Da Vinci, our health network and Air Products and Chemicals, Inc. (the world's largest hydrogen producer), will use the van to show the public the value of hydrogen fuel as an energy source. There is a second van on Air Products' corporate campus.

"Hydrogen power is not a dream; it's here and now," says Ed Kiczek, global business director for hydrogen energy systems at Air Products. "The best way to educate the public is to have them experience the technology. They can do that by riding the shuttle at the hospital and when both buses are out in the Lehigh Valley at community events."



“When you board the hydrogen van, you’ll find it rides just like a diesel-powered one,” says Craig Onori, our health network’s vice president for support services. Shuttle drivers, such as Vince Herbert and Jim Wieder (below), also say the van fuels just like a gasoline-powered vehicle. It gets refueled at Air Products’ corporate campus in Trexlertown, home to one of only two hydrogen fueling stations in Pennsylvania.



When you ride the shuttle you can feel good knowing:

- The state-of-the-art hydrogen-powered engine delivers nearly zero emissions. That’s because the main byproduct of hydrogen combustion is water.
- Hydrogen is the most efficient of all fuels currently available for use.
- Fossil fuels won’t last forever, but hydrogen is a potentially renewable resource that can be made from water, via wind or solar power.
- Hydrogen is the most plentiful element in the universe.
- Unlike traditional fuels, hydrogen is odorless, colorless and nontoxic. That means a spill diffuses into the air and doesn’t pollute land or groundwater.

A display at Da Vinci Science Center—the educational component of the program—will outline how hydrogen fuel helps reduce global warming by improving weather patterns, ocean water temperatures and atmospheric levels of carbon dioxide.

The benefits don’t stop there. Air Products is collecting data on the shuttles and providing it to LANTA, the Federal Transit Administration and the Department of Energy. That means we’ll indirectly help advance transportation and energy technologies that are better for the environment and could ultimately reduce the nation’s dependence on foreign oil.

“Alternative fuels are a sign of the future,” Onori says. “At Lehigh Valley Health Network, thanks to this partnership, the future is now.”

—Amy Satkofsky

We’re Doing Our Part

Lehigh Valley Health Network takes the footprint it leaves on the Earth very seriously. That’s why we’re taking steps to tread lightly on the environment. For example, did you know the new Kasych Family Pavilion and Center for Advanced Health Care are certified “green” buildings? Or that we have a new recycling initiative in place?

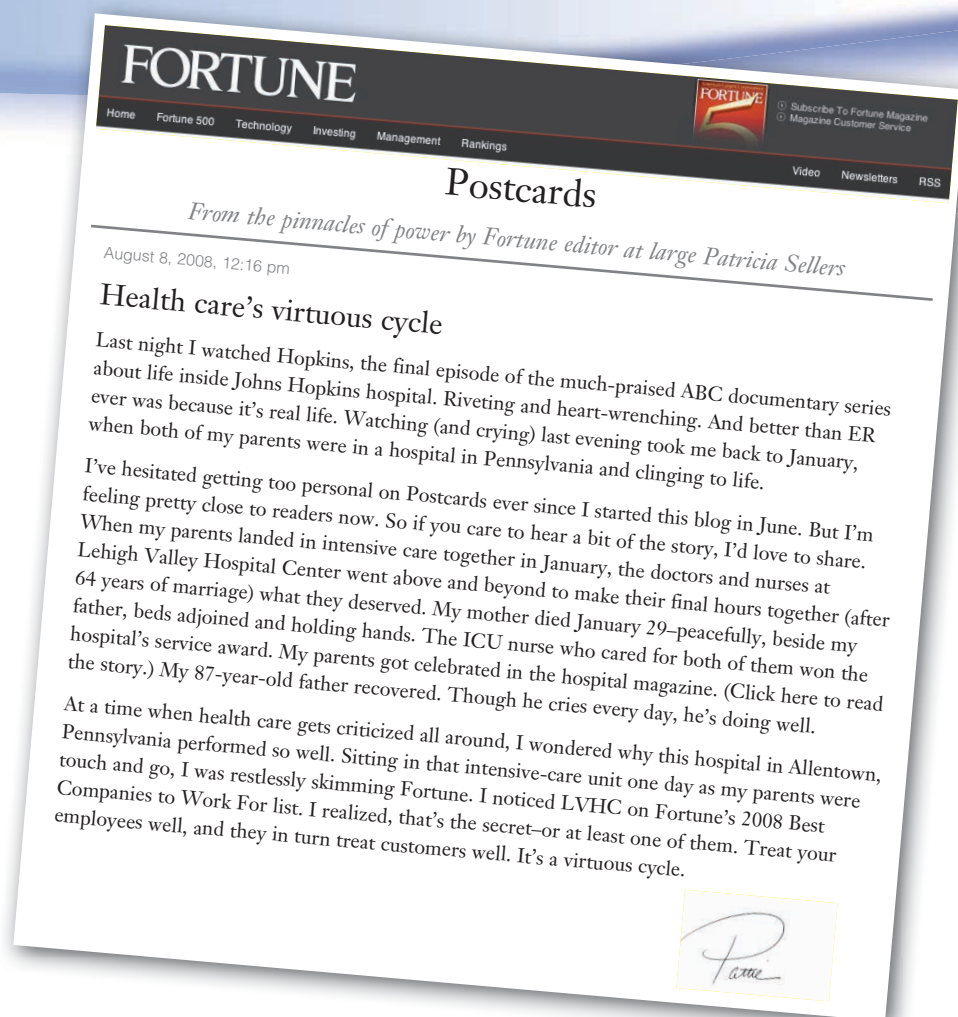
Here’s a look at what we’re doing:

- Using recycled materials in new buildings
- Taking advantage of natural light
- Using Energy Star-rated appliances
- Managing water use with low-flow showerheads and dual-flush toilets
- Reducing energy consumption for cooling by using reflective roofing
- Recycling construction waste instead of land-filling it whenever possible
- Reducing pollutants by using low-volatile organic compounds such as paint and adhesives
- Using motion-control lighting switches
- Educating colleagues about the importance of recycling
- Investing in receptacles that make it easier for colleagues to recycle

Be an Advocate

The Golden Rule: Advocacy at Its Best

Wally Sellers of Allentown had one request as a patient: to be with Charlotte, his wife of 64 years, also a patient here. Their caregivers embraced his request, allowing the couple to visit (with their beds pushed together so they could hold hands) and eventually share the same room. One of their nurses, Patti Notte, R.N., received a Service Star award for her efforts. Witnessing this compassion was their daughter, Pattie Sellers of New York City. It just so happens, she's an editor at large for *FORTUNE* magazine—the same magazine that named us a *FORTUNE* 100 Best Company to Work For. She recently shared her experience on her blog.



Guide to Our Care

Look here each month to learn something new about the health care services we provide



HEART CARE

We're the USA's best for heart attack care.

That's what Richard and Janet Silverman (left) learned when he received care here, and when they read *USA TODAY*. The article reports that our heart attack survival rates are the best in the nation, based on government data. Look for this message on billboards and in ads, and share it with your family, friends and neighbors.



Read and view our news online. Go to lvh.org/news for the latest media coverage!

The Buzz in Our Community

And They're Off!

More than 1,600 runners and walkers (along with more than 350 volunteers) helped make the Lehigh Valley Hospital Marathon for Via a success. The event raised nearly \$100,000 for Via of the Lehigh Valley, a not-for-profit organization dedicated to providing services for people with developmental disabilities. *The Morning Call*, *East Penn Press*, *Express-Times*, 69 News (WFMZ-TV), Service Electric TV-2 News and RCN Sports all covered the event.

Here are some other noteworthy news items:

- Our health network continues to garner media interest far and wide for having the nation's best heart attack survival rates. *The Charleston (W.Va.) Daily Mail* recently featured our high level of heart care.
- **Hope Johnson, R.N.**, and **Karen Jones, R.N.**, were featured on 69 News and TV-2 News for organizing the Stack the Pack school-supplies drive to benefit Bangor and Donegan elementary schools.
- The **Chemo Circus** for children with cancer and their families, held recently at Lehigh Valley Hospital–Muhlenberg, garnered attention from 69 News and *The Bethlehem Press*.
- Two recent *Morning Call* stories about vaccines featured our specialists. A story about shingles vaccines and the elderly featured infectious disease specialist **Luther Rhodes, M.D.**, while a story about flu shots for children featured pediatrician **Michael Consuelos, M.D.**
- *The Morning Call*, *East Penn Press*, 69 News and TV-2 News covered our **Careworks** retail health clinic collaboration with Geisinger Medical System. The story also was distributed nationally by wire services Yahoo!, Reuters and Red Orbit.

Refer and Reap the Rewards

Corrie Miller, R.N., knows a good thing when she sees it. That's why she continually looks for qualified people to work here. "I want the right people on our team," Miller says. Karen Severinsen, R.N., is the third person she submitted to our Employee Referral Program. Severinsen, the mother of Miller's friend, moved here from California as an experienced labor-and-delivery nurse. Miller informed Severinsen of an opening on our perinatal unit. She applied and got the job. Miller used her third \$2,000 bonus to buy furniture, on which she and Severinsen sat with a cup of tea to celebrate her new position.

Do you know someone who has what it takes to work here? If so, learn more about our Employee Referral Program on the human resources Web site at lvh.com or call 610-402-LVHR (5847).



TRAUMA CARE

Falling is the leading cause of trauma injury in older adults. If your elderly parent or neighbor falls or has a traumatic accident, know that we are Pennsylvania's first Level I Trauma Center and the only one that specializes in care for older adults.

CANCER CARE

You are invited to Breast Health Services' 24-hour Mammo Marathon at Lehigh Valley Hospital–Cedar Crest. You can enjoy fun activities, read the latest in breast cancer news and take an important first step in early detection. The festivities begin at 7 a.m. on Oct. 24. For more information, call 610-402-2791.

CHILDREN'S CARE

If you know a child with breathing problems, he or she has more options thanks to new pediatric pulmonologist Dharmeshkumar Suratwala, M.D. He can perform flexible bronchoscopy, using a long, thin, lighted tube to look at children's airways, and he is a specialist in pediatric sleep medicine. Suratwala joins pediatric pulmonologist Robert Miller, M.D., at the Pediatric Specialty Center at LVH–Muhlenberg.

What's Happening



Remembering a colleague—“She was an outstanding nurse who always made us smile,” says Mary Anne Clark, R.N., of her colleague, Carol Monaco, R.N. Sadly, Monaco, who worked in our health network for more than 20 years (and in the GI/endoscopy lab for the past eight), passed away last year. To honor her memory, her colleagues, including (l-r) Linda Marks, R.N., Judy Dorsam, R.N., Clark, Mari Bartczak, R.N., Marguerite Fuerst and Janet Haines, R.N., recently dedicated this plaque, which now has a permanent place in the GI lab.



Heating up the night—Brilliant fireworks ushered in “Some Like it Hot,” our 13th annual Nite Lites gala. Held at Lehigh Valley Hospital—Muhlenberg inside a French Quarter-themed tent, the event featured 1,400 guests who sampled Creole-inspired foods and jazz music. The evening began with remarks from Elliot J. Sussman, M.D., president and chief executive officer, and an invocation from Rev. Dr. Jefferson K. Aiken, board chairman. The gala raised nearly \$1.3 million to benefit our community through our health network.



Taking big leaps—Radiation therapist Patricia Andrews is one of the many health network colleagues using the latest technology to ensure patient safety. Our commitment to such measures makes us a Leapfrog Top Hospital, one of just 33 nationwide. The Leapfrog Group recognizes those hospitals whose data shows “big leaps” in health care quality, safety and customer value. This is the second consecutive year we’ve made the list, and we are the only hospital in the region recognized.



A passion for prevention—Burn survivor Lois Douglas, R.N. (right), devotes her life to caring for burn patients. She is a mentor to student nurses in our Regional Burn Center and regularly teaches burn prevention at health fairs. It’s why Douglas received the Partner in Prevention Award from Burn Center medical director Daniel Lozano, M.D. (left), at the Valley Preferred Spirit of Courage Awards celebration. The event also honored community members and first responders for acts of heroism and commitment to burn education.

For more details on classes (including times and costs), **call 610-402-CARE or visit lvh.org/checkup.**

Culture of Wellness

- Nov. 1** – CPR for the Safe Sitter Student
- Starting Nov. 3** – Exercise for Life
- Nov. 6, 13 and 18** – Retirement Strategies for Life
- Nov. 7** – Preparing for Childbirth Refresher
- Nov. 8** – The Health of Touch and Stretching (Partner Massage III)
- Nov. 10** – CPR Family and Friends
- Starting Nov. 11** – New Healing Dance
- Nov. 11** – Redirecting Children’s Behavior Workshop: Handling Sibling Rivalry
- Starting Nov. 12** – Redirecting Children’s Behavior Five-Week Series
- Starting Nov. 12** – Everyday Tai Chi
- Nov. 13** – Pregnancy 101
- Nov. 13 and 25** – Car Seat Checks
- Starting Nov. 17** – FlashFit
- Starting Nov. 17 and 19** – Drums Alive
- Nov. 18** – Anti-Aging Mineral Makeup Seminar
- Nov. 18** – Fit to Be a Mom
- Starting Nov. 19** – Healing Breathwork (Soothing)
- Nov. 25** – Medical Massage Lecture—How it Helps

Benefits

- Starting Nov. 10** – Open Enrollment
- Discover Your Discounts** – 10 percent off Armetta’s (Emmaus and Macungie) and 10 percent off Puppy Palace doggie day care
- Refer a Physician, Earn \$500**
- Recreation Committee Trips**
- Nov. 29** – NYC On Your Own
- Dec. 20** – Pennsylvania Ballet’s production of “The Nutcracker”

Special Events

Holiday Parties

- Dec. 9** – LVH—Cedar Crest, Kasych Family Pavilion Lobby
- Dec. 10** – LVH—17th Street, Auditorium
- Dec. 11** – LVH—Muhlenberg, Education Conference Center Lobby

You Can Still 'Live United'

Did you know the average age of a homeless person in the Lehigh Valley is 9? Or that 30 percent of seniors in our community live below the poverty level? You can help our community at large and "Live United" by donating to this year's United Way campaign.

President and chief executive officer Elliot J. Sussman, M.D., is this year's resource development chair for United Way of the Greater Lehigh Valley, and he enjoyed reading to children (right) at Spring Garden Day Care, Easton, during the recent "Day of Caring." You can play your role in helping our community by clicking the United Way icon on your computer's SSO toolbar. The campaign continues through the end of November.



Community Drive-Thru Flu Clinic

Sat., Nov. 8, Dorney Park

Sun., Nov. 9, LVH-Muhlenberg

9 a.m. – 3 p.m.

Receive a **free** flu shot. Donations of nonperishable food items will be accepted to benefit the Allentown Area Ecumenical Food Bank (optional).

Insurance cards are not necessary. Children must be accompanied by a parent or guardian. Please do not bring your pet to the clinic.

Experience the Real World of Medicine

Wed., Dec. 17, LVH-Cedar Crest, Kasych Family Pavilion • 5 p.m.

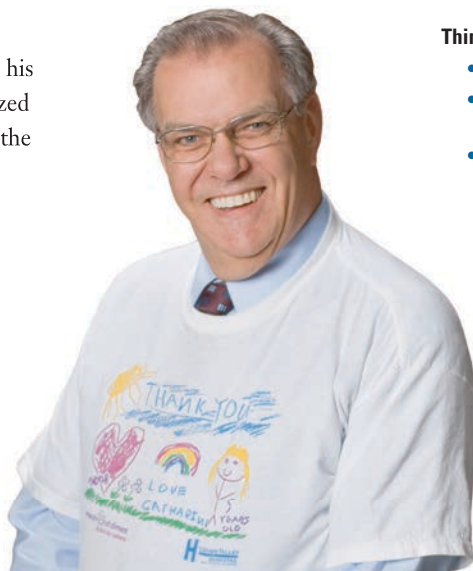
Do you want to get behind the controls of our state-of-the-art da Vinci surgical robot? Feel like you're in a helicopter as you race to transport a critically injured baby to our Level I Trauma Center? See our heart attack team in action? Experience it all at our Community Annual Meeting and Health Expo. To R.S.V.P., call 610-402-CARE.

SERVICE STAR *of the* MONTH

When Barrie Borger's job here took him to the neonatal intensive care unit nearly 20 years ago, he thought about his grandson. "He was born on-time and healthy, but I realized we had been lucky," Borger says. "When I saw babies in the NICU, all I could think is that we had to help them."

That's why Borger is driven to take an active leadership role in our health network's March of Dimes committee. He actively recruits colleagues to join the group's annual walk and to donate to the cause. "Thanks to his tremendous efforts, the March of Dimes walk team in the Lehigh Valley has grown to more than 250 members," says practice manager Melissa Fink.

Borger, now in medical staff services, is preparing for his retirement. "I believe I speak for all babies born too soon by saying thanks, Barrie, for all you've done to help us, and for your inspiration to continue doing what you started," Fink says.



Things to remember when nominating a Service Star:

- Choose one or two colleagues, not a group.
- Tell a story. Specifically explain how the colleague did something extra special.
- You don't have to provide direct patient care to be a Service Star. All colleagues can be nominated.

To nominate a star, go to the intranet at lvh.com. Go to the "What's New" box and click on **Nominate a Service Star.**

Congratulations to Award Nominees

Ryan Roth, patient transporter
LVH-Muhlenberg

Ambulatory surgical unit,
LVH-17th and Chew

SERVICE STAR

Barrie Borger, technical coordinator, medical staff services



Happy Anniversary! NOVEMBER 2008

40 YEARS

Bernadette Kratzer
Infection Control

35 YEARS

Faye Kulhamer
Patient Accounting

30 YEARS

Terry Bogunovich
Medical Records

Vicki Girodo
4C Medical-Surgical

Debra Jones
Sleep Disorders Center

John Kiriposki
Courier Services

Dorothy Pfeiffer
Information Services

25 YEARS

Anita Breitfeld
Mother-Baby Unit

Nancy Fahler
Operating Room

Mary Green
Ambulatory Surgical Unit

Lynn Roth
Mother-Baby Unit

Agnes Schwartz
Behavior Health

20 YEARS

Anita Beekman
Respiratory Therapy

David Brown
Clinical Engineering

Beverly Dillman
Information Services

Kim Dreisbach
Diagnostic Care Center

Mary Frost
Mother-Baby Unit

Gerald Lawrence
Security

Suzanne Micek
Dept. of Pediatrics

Susan Nevada
Stroke Center

Ai Ng
Nursing Float Pool

Frank Paulson
Security

Judith Post
Emergency Services

Michelle Trzesniowski
NSICU

15 YEARS

Deborah Fenimore
Crisis Intervention

Gina Leiby
College Heights OB/GYN

Janet Murray
Cancer Center

Aileen Pilarski
Operating Room

Phyllis Smith
Admissions

Barbara Thomas
Hospice

10 YEARS

Catherine Akelaitis
Operating Room

Jacqueline Bortz
Trexlerturn Medical Center

Linda Carey
Spectrum Administrators

Joyce Chacko
Nursing Float Pool

Kelly DeAngelo
Express Admissions Unit

Joanne Deeney
Merkle and Barilla

George Dwinell
Engineering

Regina Filipovits
Case Management

Michele Grietzer
Nursing Float Pool

Lisa Kresge
Information Services

Lewis Kunkle
Patient Accounting

Brenda Kuntz
Transitional Trauma Unit

Jeri Lemanek
Employee Health

Roxanne Masino
Physician Group

Robin Montgomery
LV Physician Hospital Org

Pamela Repetz
Physician Group

Irene Rock
Physician Group

Gail Stern
Dept. of Psychiatry

Charles Stivala
Pharmacy

Lisa Vanderbeck
ICU

Rosanne Yost
General Services

5 YEARS

Robin Aldinger
Express Admissions Unit

Richard Andreuzzi
Heart Station

Catherine Bachert
Hemodialysis Center

Billy Barnes
Clinical Engineering

Nicole Brown
Operating Room

Jocelyn Burgos
Hematology Oncology Associates

Jannie Clayton
Neuroscience Unit

Marisol Colon
Physician Group

Kristen Cornell
Nursing Float Pool

Jennifer Eddinger
Physician Hospital Network
Development

Kathleen Felix
Case Management

Brad Fulmer
Security

Tamera Hamrick
Sleep Disorders Center

Kelly Harrison
Emergency Medicine

Barbara Heffner
Case Management

Laura Herbener
7C Medical-Surgical

Charmaine Jackson
Medical Records

Melanie Johnson
Dept. of Family Practice

Debra Keller
Breast Heath Services

Afifi Khoury
Wound Healing Center

Diane Kleintop
Patient Accounting

Caroline Klepeisz
NICU

Jane Krasulak
Valley Family Medical Ctr

June Lambert
Express Admissions Unit

Debra Larison
MICU/SICU

Kassidy Lax
4T Medical-Surgical

Christine Lehr
NSICU

Kristie Lowery
Risk Management

Natalie Ludrof
College Heights OB/GYN

Loriann McDonald
Heart Station

Joseph Mitch
Security

Michael Papp
Anesthesia

Susan Patterson
Case Management

Nilsa Ramos
Behavioral Health

Abbe Seidel
Operating Room

Christine Souliere
Post-Anesthesia Care Unit

Gary Thorne
Information Services

Patricia Weaver
Radiation Oncology

Louisa Weise
Behavioral Health

Carole Wetherhold
Anesthesia

Denise Williams
Diagnostic Care Center

Diane Zanias
College Heights OB/GYN

Celebrating 30 years!

Dorothy Pfeiffer

Subject matter expert, information services

Most Memorable Moment Here

During a blizzard, I was unable to drive my car to work. So my husband drove me here—in his backhoe.

My Inspiration

My colleagues and the steps we take to make the health network better for the community.

Best Virtues

Dedication, patience, teamwork, sense of humor

Other Areas Where I Worked

Radiology

Favorite Pastimes

Traveling, running, bowling, reading, spending time with my family—especially reading and playing with my grandchildren

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